

STANDARD 3.5 (VIEWING AND MEDIA LITERACY) ALL STUDENTS WILL ACCESS, VIEW, EVALUATE, AND RESPOND TO PRINT, NONPRINT, AND ELECTRONIC TEXTS AND RESOURCES.

Building upon knowledge and skills gained in preceding grades, by the end of Grade 12, students will:

A. Constructing Meaning from Media

3.5.12.A.1 Understand that messages are representations of social reality and vary by historic time periods and parts of the world.

3.5.12.A.2 Identify and evaluate how a media product expresses the values of the culture that produced it.

3.5.12.A.3 Identify and select media forms appropriate for the viewer's purpose.

3.5.12.A.4 Examine the commonalities and conflicts between the visual and print messages (e.g., humor, irony, or metaphor) and recognize how words, sounds, and images are used to convey the intended messages.

B. Visual and Verbal Messages

3.5.12.B.1 Analyze media for stereotyping (e.g., gender, ethnicity).

3.5.12.B.2 Analyze visual techniques used in a media message for a particular audience and evaluate their effectiveness.

3.5.12.B.3 Analyze the effects of media presentations and the techniques to create them.

3.5.12.B.4 Compare and contrast how the techniques of three or more media sources affect the message.

C. Living with Media

3.5.12.C.1 Use print and electronic media texts to explore human relationships, new ideas, and aspects of culture (e.g., racial prejudice, dating, marriage, family and social institutions, cf. health and physical education standards and visual and performing arts standards).

3.5.12.C.2 Identify and discuss the political, economic, and social influences on news media.

3.5.12.C.3 Identify and critique the forms, techniques (e.g., propaganda) and technologies used in various media messages and performances.

3.5.12.C.4 Create media presentations and written reports using multi-media resources using effective images, text, graphics, music and/or sound effects that present a distinctive point of view on a topic.